

V I R G I N I A
MAIN

VIRGINIA DEPARTMENT
OF HOUSING AND
COMMUNITY DEVELOPMENT

Street

What is CBL?

- Helps communities begin to develop a coordinated, comprehensive, sustainable eco-system that identifies, launches and supports community-based entrepreneurs and small business at all levels of development.
 - The CBL grant will provide the tools to effectively prepare multiple entrepreneurs to operate successful businesses in a designated area, win or lose the competition.
 - While only a limited number of entrepreneurs may win the business competitions, the CBL gives rise to many budding entrepreneurs that have been prepared, through the CBL grant, to be successful businesses despite not winning a competition.
-

Expected Outcomes

- Each grantee will be expected to conduct a Business Plan Competition.
- Each grantee will be expected to assist in the opening OR expansion of 3 store front businesses in the designated area.
- Each grantee will be expected to assist in the creation of 5 full-time equivalent jobs.
- Each grantee will be expected to offer a 6-8 week entrepreneurship class.
 - Class must cover the following components
 1. Executive summary
 2. Operations
 3. Marketing
 4. Financials

FY 2019 Timeline

- **February 1 – March 31, 2018: Applications open**
- **April 1-30, 2018: Applications scored**
- **May 1-31, 2018: Site visits to finalist**
- **June 1 – 15, 2018: Final scoring**
- **July 1, 2018: Grantees announced**
- **July 1 – 31, 2018: Contract negotiations**
- **July – September, 2018: Market classes and competition**
- **October 2018 – February 2019: Conduct classes**
- **March 15, 2019: Presentation nights completed**
- **March 31, 2019: Awards events completed**
- **March – June 20, 2019: Assist winners with opening business**
- **June 20, 2019: Businesses must be open**
- **June 20, 2019: All funds must be dispersed**

CBL Recipient 2015

Gloucester Village

**Jenny Crittenden, Executive Director
Main Street Preservation Trust**

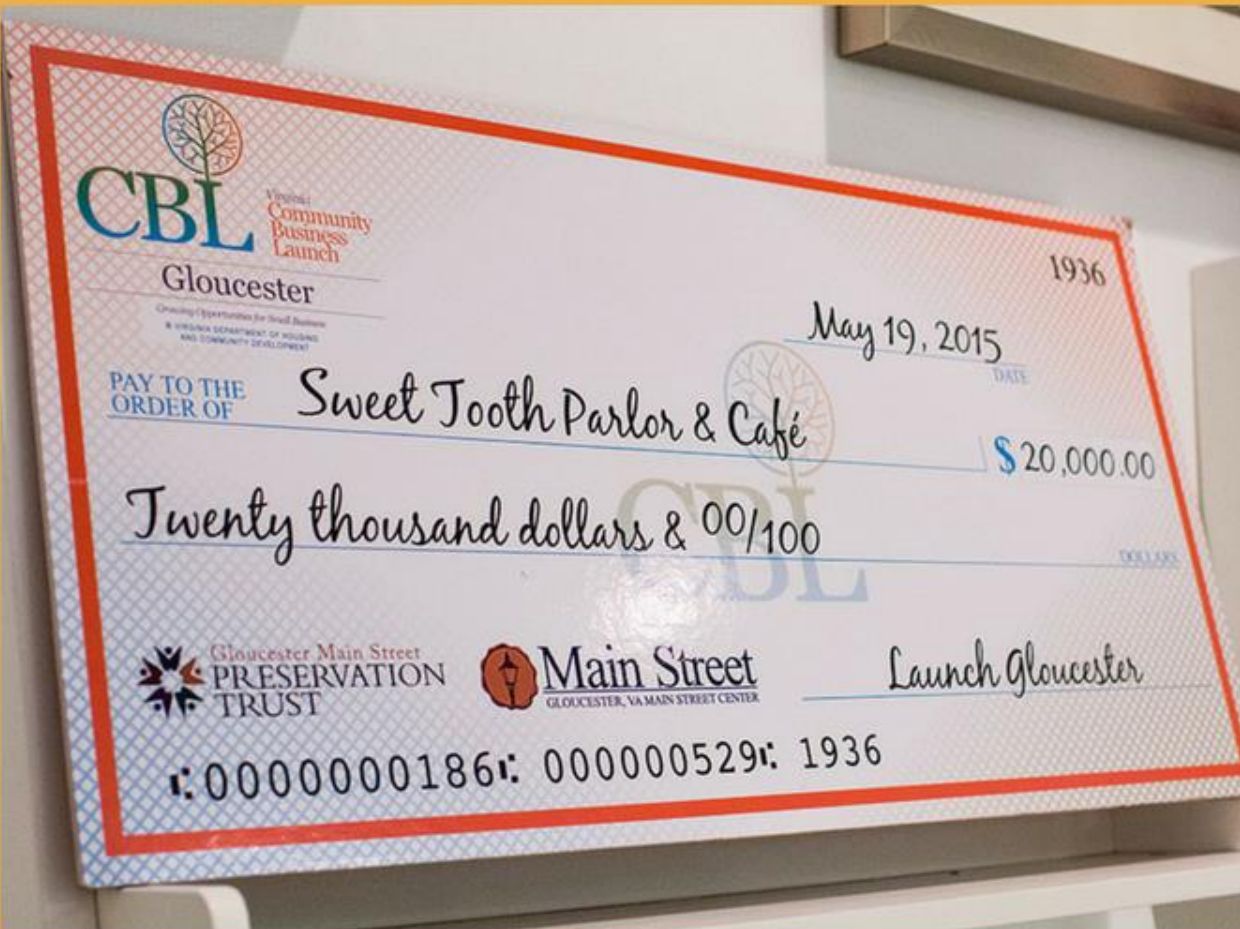
Launch Gloucester





Timeline

12 / 14	AWARDED GRANT
1 / 15	APPLICATIONS
3 / 15	LAUNCH PARTY
3 / 15	CLASSES BEGIN
5 / 15	PITCH NIGHT
5 / 15	SELECT WINNERS
9 / 15	GRAND OPENINGS





Prize Packages

FIRST PLACE

valued at \$48,000

\$20,000 in start-up capital, \$1,800 in rent and utility abatement and a marketing and communications package worth \$19,000

SECOND PLACE

valued at \$30,000

\$10,000 in start-up capital, \$1,200 in rent and utility abatement and a marketing and communications package worth \$13,000

THIRD PLACE

valued at \$18,000

\$5,000 in capital, \$600 in rent and utility abatement and a marketing and communications package valued at more than \$9,000

Highlights

43 Applications

submitted to Launch Gloucester

17 Students

welcomed to the business plan class

10 Business Plans

created through the 8 week course

6 Businesses

opened or expanded in the Gloucester
Village



Milestones

345,000

leveraged private
investment (investment
dollars & in-kind services)

454,000

total project investment

28

jobs created through the
program



CBL Recipient 2016

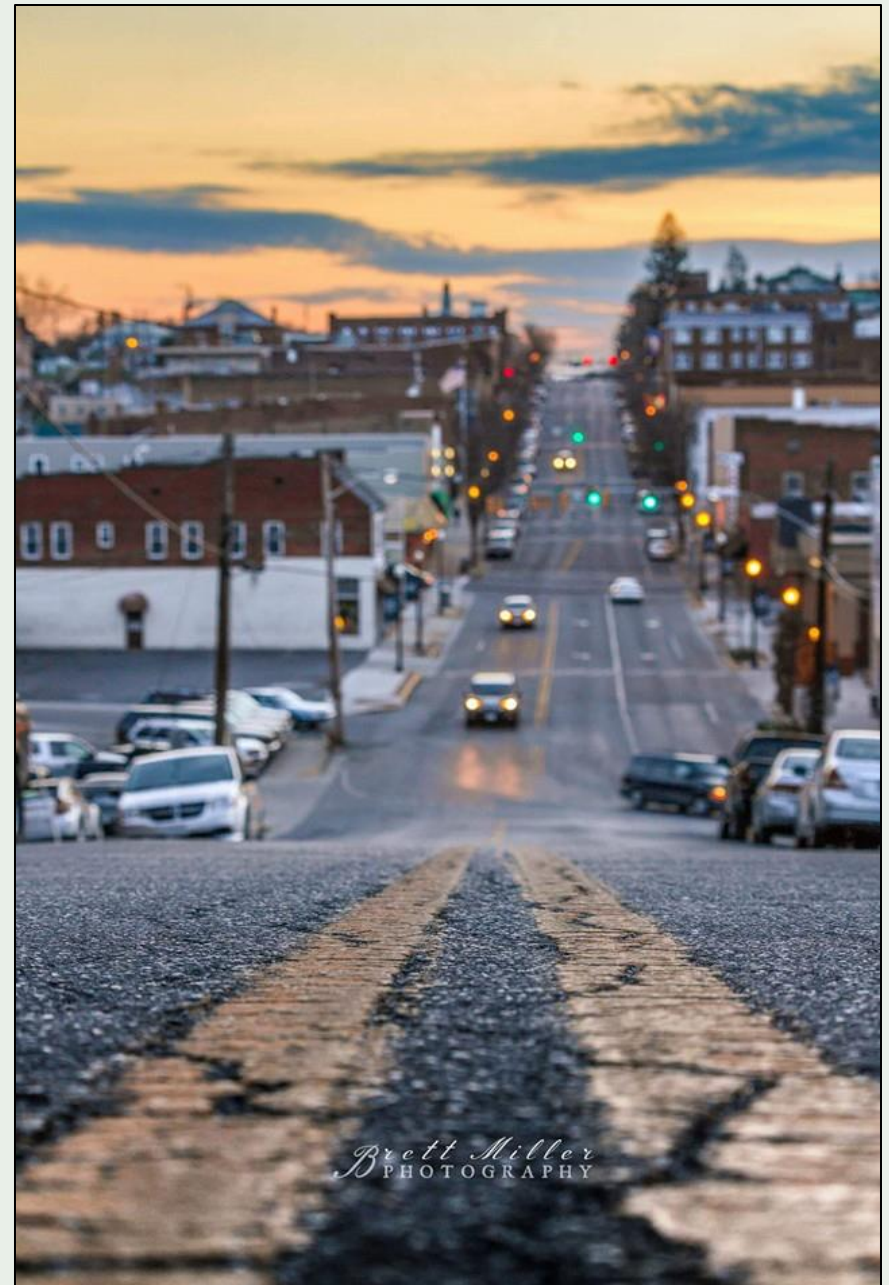
Town of Marion

**Olivia McDonald, Executive Director
Marion Downtown Revitalization Association**

Pop Up Marion

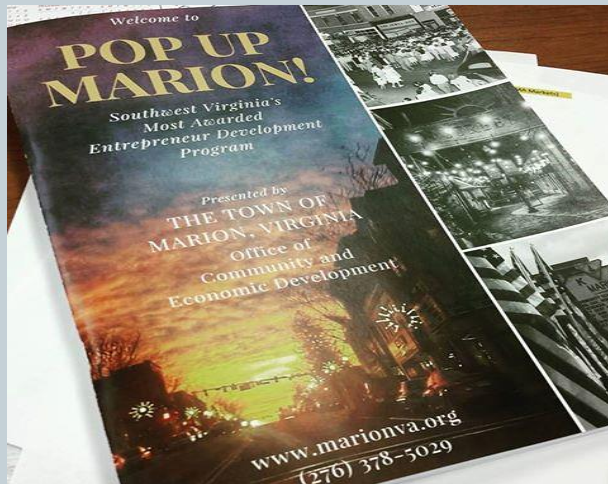


MARION VA
America's Coolest Hometown



"Pop Up" Marion

*Growing our Community
since 2012*



Compete to win up to \$5,000
Develop a business plan
Qualify for local incentives

- Must attend all classes
- Required to present a presentation
- Required to submit a business plan
- Required to be OPEN
- Required to participate in special events
- Must create a minimum of 1.5 jobs
- Private Reinvestment is a must

POP UP MARION

Virginia's Most Awarded Entrepreneur Development Program

Call 276-783-4190 to Register today!



New Businesses. Existing Businesses.

LEARN HOW TO GROW YOUR DREAM!

YOUR chance to win up to \$20,000!

**Classes at The Wayne C. Henderson School of
Appalachian Arts, 6pm**

Tuesday, May 24th	Intro to Small Business
Tuesday, May 31st	Credit
Tuesday, June 7th	Legals & Financials
Tuesday, June 14th	Marketing: Principles for Success
Tuesday, June 21st	PITCH NIGHT!



www.marionva.org



The 5 C Approach



- Comprehensive (Training, Mentorship, Marketing, Ongoing Engagement)
- Community Involvement (Survey, Social Media)
- Collaborative Effort (Chamber, People Inc, Wells Fargo)
- Capitalization (Grant, RBEG Loan, SBA)
- CELEBRATE! (Press releases, Grand Openings, Etc)



1st Class – Fall 2012



- **254 Attendees**
- **112 Graduates**
- **10 Buildings Sold**
- **22 Storefronts Filled**
- **110.5 New Jobs (FTE)**
- **3 Pop Up Facade Improvements**
- **Over \$1.9 Million in Private Reinvestment**

Downtown Vacancy Rate: 4.3%
Strip Centers Vacancy Rate: 2%

13th Class – Spring 2017



Celebrate Success.



CBL Grant - 2016

Headspace Brewery - \$20k



Wolfe's Fresh Market- \$20k



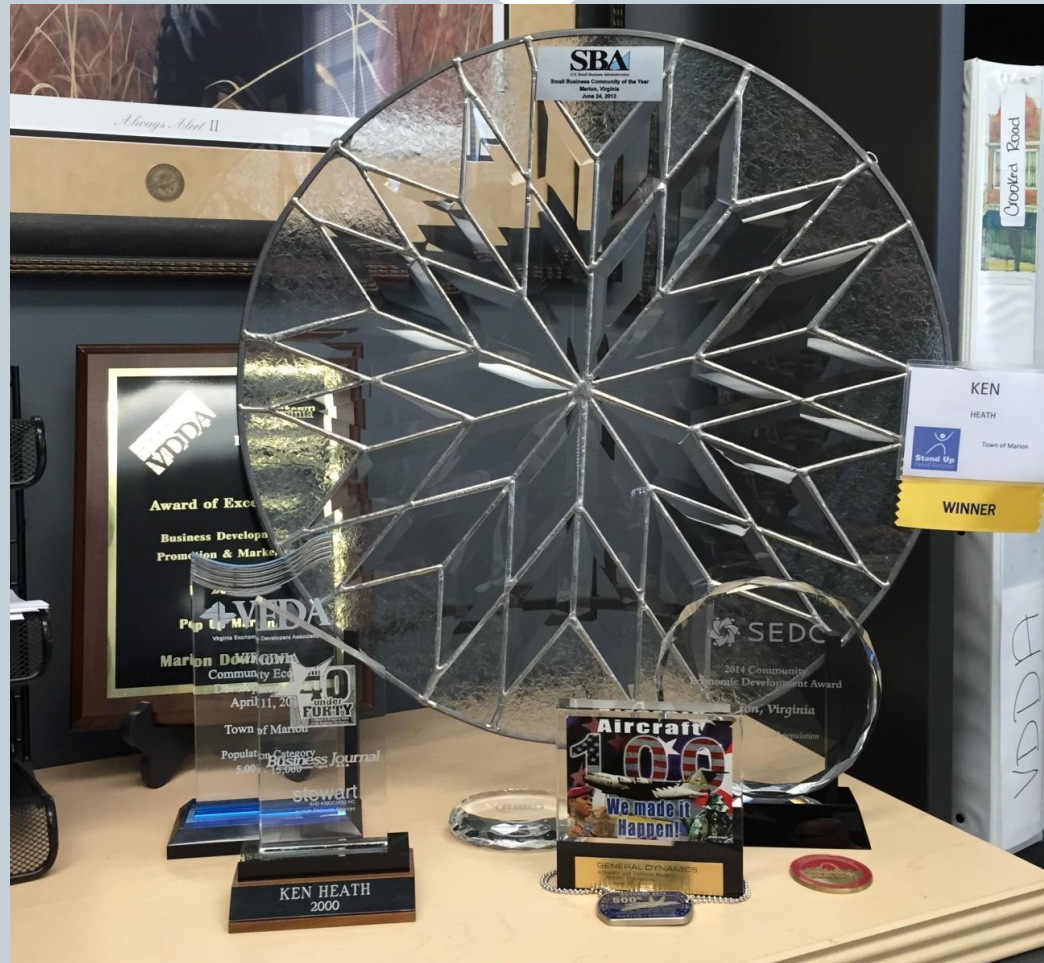
27 Lions Patio - \$20k



Austin/Hoffman LLC - \$20k



Small Town Cool. Big City Accomplishments.



CBL Recipient 2017

Town of South Boston

**Tamyra Vest, Executive Director
Destination Downtown South Boston**

SoBo Start-Up!

Creating a new business? Expanding an existing business?

Join us as we kick-off **SoBo Start-Up!**

January 12, 2017

5:30 to 7 p.m.

Southern Virginia Higher Education Foundation Board Room
at the Southern Virginia Higher Education Center



To RSVP, please call 434.575.4209

or visit

www.downtownsobos.com
to RSVP online.

SoBo Start-Up! will include:

- 6-week business boot camp in March & April
- Business plan and business pitch development
- Class topics such as operations, financials & marketing
- Participants vie for a portion of \$51,000 in grant funds

*SoBo Start-Up! is a part of the
Virginia Community Business Launch initiative,
created to help localities with their efforts to
foster a more robust entrepreneurial
environment.*



Growing Opportunities for Small Business

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AND COMMUNITY DEVELOPMENT

Sponsored by

Destination Downtown South Boston

SoBo Start-Up! Schedule

Tuesday, March 7; 6-8 pm

Introduction to Small Business Basics and Business Plan Overview

Tuesday, March 14; 6-8 pm

Credit: How Do You Score, and How Do You Build it?

Tuesday, March 21; 6-8 pm

Legals and Financials: The Foundations for Success

(Optional event: Halifax County Chamber of Commerce Annual Meeting; March 23, 5:30 pm @ The Prizery)

Tuesday, March 28; 6-8 pm

Marketing, Public Relations, and Advertising

Tuesday, April 4; 6-8 pm

Operations Planning

Tuesday, April 11 6-8 pm

Presentations/Pitch Night

Tuesday, April 18

Business Plans submitted via email BY NOON

(Optional event: Downtown Mixer; April 20, 5:30 pm @ Bank of America Park)

SoBo Start-Up! winners announced April 25

Kickoff Event





33 people attended, representing
25 businesses

7 of the businesses were non-
competing listeners, so started
out with 18 competitors

15 pitches

6 winners

SoBo Start-Up! Classes



NEWS



**SoBo Start-Up!
winners will be
announced
April 25!**

Join
Downtown
South Boston
VIRGINIA

April 25 at 6 pm
as we announce
the winners of
SoBo Start-Up!

After six weeks of business boot camp, building business plans
and making a pitch, it's time to reveal the very best
in our business competition.

Our celebration will take place on the
corner of N. Main Street and Wilborn Ave.
in Downtown South Boston.
We hope to see you there!

Light refreshments provided, cash bar available.



Growing Opportunities for Small Business
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Announcement of Winners

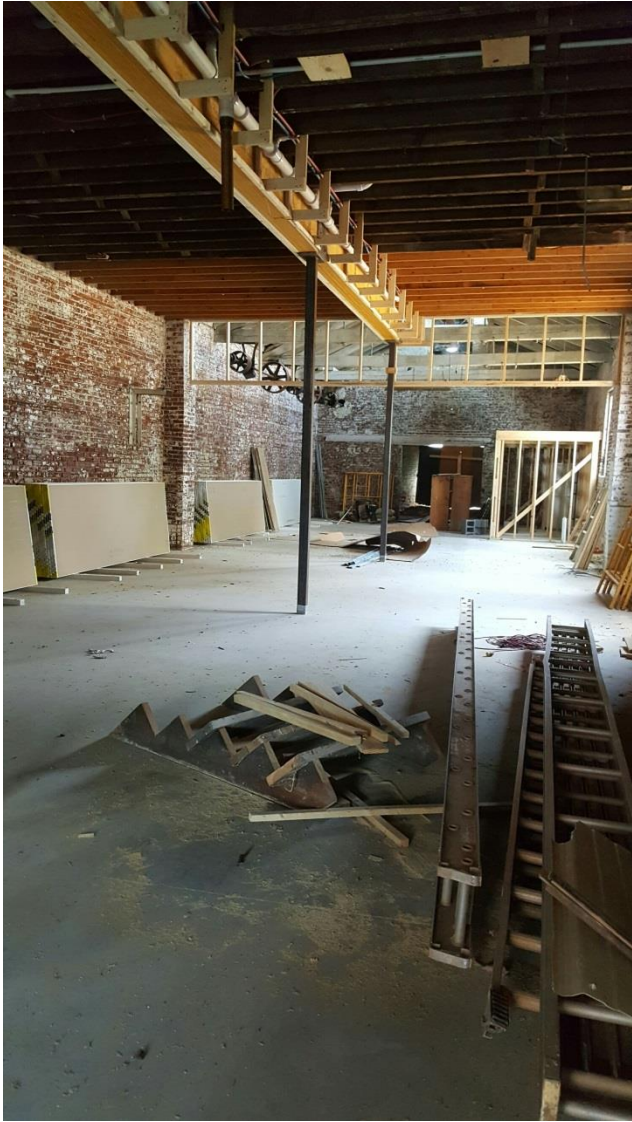


6 Winners totaling \$52,500
(4) \$10,000 awards, (1) \$7,500 award and
(1) \$5,000 award



Ice and a Bow

— A Hybrid Coffee Shop With A Children's Boutique —





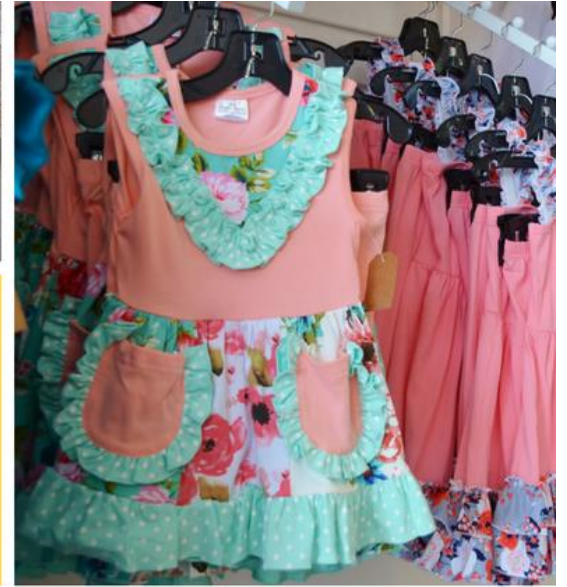
JOE & A BOW

OPEN



Joe and a Bow

Hybrid Coffee Shop With A Children's Boutique





Comments



Stacy Nikkole Johnson reviewed
Joe and a Bow — 5★

2 hrs • 🌐

This hybrid coffee shop is unlike anything that has ever touched the streets of South Boston! The coffee is amazing, the milkshakes are delicious, the food is delightful and the customer service is outstanding! Not to mention the boutique is an overload of cuteness , OH My GOODNESS! It's such an amazing friendly, relaxed atmosphere! If you haven't tried it out, you must stop in for a cup of Joe, maybe a bow and definitely a friendly smile!



Comment as Joe...



Post



MANNA “The Natural Experience”





Vegan Cookies

Mock Chicken Salad

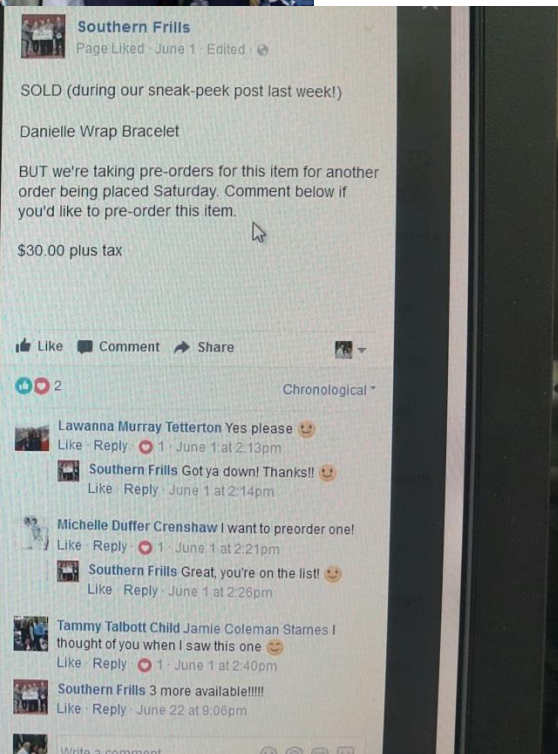


Harper is enjoying her veggie dog, peach slushie drink, and ice cream at the new vegan cafe! This was her birthday lunch request.

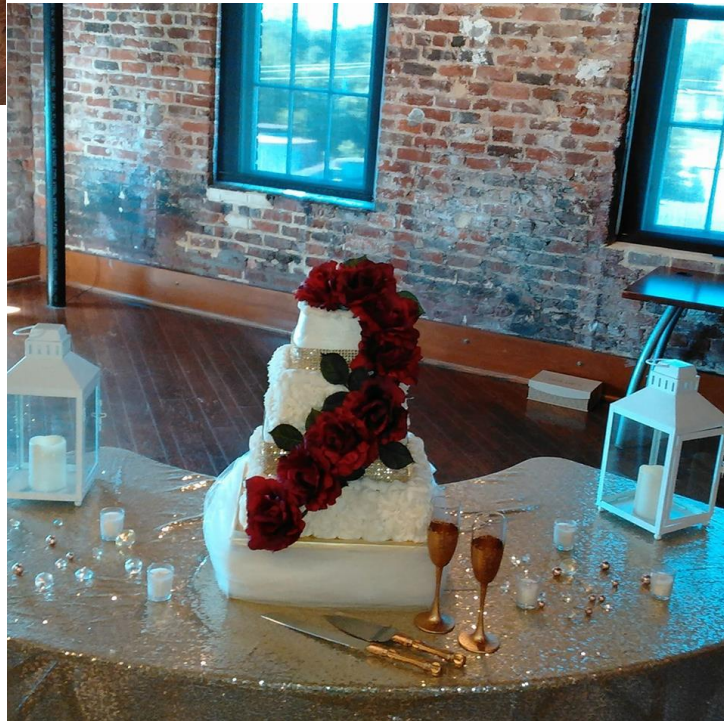








KJ's Cake Creations



Southern Plenty expansion



It's Restaurant Week! Enjoyin' a Low Country Crab Omelet this morning at Southern Plenty in our gorgeous downtown!

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**VIRGINIA DEPARTMENT OF HOUSING
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Partners for Better Communities